

YOU are cordially invited to join **SPACE PACIFIC**

(a trade association for satellite-direct
television in the South Pacific)

- ✓ This material is distributed to all subscribers to SatFACTS Monthly
- ✓ Membership in **SPACE Pacific** is optional and you are under no obligation to join
- ✓ Membership in **SPACE Pacific** does not require a subscription to SatFACTS Monthly
- ✓ There are four categories of membership; you elect the category which best suits your activities in satellite-direct

SPACE Pacific Limited
PO Box 30, Mangonui
Far North
New Zealand

Tel: 64-9-406-1282 / Fax: 64-9-406-1083

- ✓ What is SPACE Pacific?
- ✓ What are the benefits of membership?
- ✓ Who runs SPACE Pacific?
- ✓ What are my membership options?

SPACE Pacific

**Satellite
Programme
Access
Committee**



A trade association for users, designers, installers, sellers of private satellite-direct systems in the POR

What Is SPACE Pacific?

SPACE Pacific Limited is a New Zealand corporation formed for the purpose of providing a South Pacific 'forum' to assist in the development of satellite television reception and programming services in this region of the world.

There are many elements to the satellite television field and each element has its own areas of prime interest and associated problems; both technical and legal. In time **SPACE** will be able to assist dealers and installers, home dish users, equipment marketing firms and programmers to sort through your individual problems and to find solutions which assist you in your particular area of endeavour.

SPACE Pacific is a corporation and it has directors who take advice from 'Advisory Committees'. In each of the special interest areas there is or will be an 'Advisory Committee' made up of individuals from our industry and from this region of the world who will formulate priorities and policy.

SPACE Pacific is entirely self-funding, and its work to date has been possible because of 'contributions' and 'loans' from concerned members of the industry. From April 1st onward **SPACE Pacific** is dependent upon funding that originates with the membership and funds will be allocated for projects and programmes based upon an annual budget that is reviewed quarterly to compare actual receipts against projected receipts.

SPACE Pacific revenues originate in the following areas:

a) From membership dues (there are separate dues structures for each of four membership categories)

b) From the supply of **SPACE** specific materials (such as the consumer booklet under preparation "*ALL ABOUT SATELLITE TV: And You*" which will be used by system retailers and installers as a promotional tool).

Communicating with **SPACE Pacific**

You may telephone, fax or write **SPACE Pacific**. Our facility is staffed by volunteers and we are provided with interim office room by SatFACTS Monthly pending a future move to our own quarters. Every effort is being made to keep operating costs to an absolute minimum thereby ensuring that funds available go only towards the projects believed to be the most demanding at this point in time. Telephone: 64-9-406-1282. Fax: 64-9-406-1083. By mail:

PO Box 30, Mangonui, Far North, New Zealand

- c) From the supply of programmer-specific promotional materials (for example, the **SPACE** Dealer Country Music Television package of materials detailed here).
- d) From **SPACE Pacific** participation in the annual South Pacific satellite and cable show (SPRSCS; to be held in Auckland January 24-27, 1996).
- e) From the supply, when available later in 1995, of dealer and user training materials including videotape training aids for aspects of the practical side of the business such as installing IRDs, aligning satellite dishes for horizon to horizon tracking and others.

Each individual must ascertain his or her level of **SPACE Pacific** membership. By selecting a 'level', you determine for the 12 month period after your membership activates which of the membership benefit packages you are entitled to receive and use. Under extraordinary circumstances it is possible to upgrade your membership to a higher level within a current year's membership. The level you select will determine the programmes and materials you have access to and the level of support (technical and otherwise) you can expect to receive as a part of your membership. Each level of membership automatically includes all of the benefits of any (or all) 'lower' membership levels; a Dealer Member, for example, is also entitled to the benefits of an 'Individual Member'. Membership dues are determined by the level of membership you select.

At this time **SPACE Pacific** will not publish its own membership journal as the costs and benefits do not justify such an activity. This was a fairly easy decision to reach early on as Bob Cooper's SatFACTS MONTHLY has agreed to provide to **SPACE Pacific** no-charge editorial pages for the purpose of communicating with the membership. This does not preclude **SPACE** from preparing and mailing (or faxing) direct advisory memos to members in situations that require more immediate distribution of timely information. An example of such an advisory memo being prepared and distributed would include **SPACE** completing a successful negotiation with a programmer and the need to advise members of the availability of that programming where the normal publication of SatFACTS Monthly did not coincide with the information's release.

And, because SatFACTS Monthly is available to both members and non-members alike (it is now being sold on selected news-stands in New Zealand) there will be other situations where the information to be distributed should not be made available to non-members. In this instance a special 'Membership Advisory' will be mailed to all affected members (or faxed if you provide us with the necessary fax addressing information; see membership application form).

A Brief History of **SPACE Pacific**

The first satellite industry technology trade show was convened in Hastings, New Zealand in mid September 1995 by Bob Cooper's Coop's Technology Digest newsletter publication in partnership with ETSA, an electronic service trade association within New Zealand. 203 individuals from New Zealand, Australia, and the US attended. During the Hastings sessions a proposal that a South Pacific region trade association specific for the developers of the new satellite TV receiving industry be formed was discussed and adopted. Bob Cooper simultaneously

announced he would begin publication of SatFACTS Monthly (then as a monthly newsletter, now as a full magazine) and he would accord the new (then unnamed) trade association use of his newsletter to keep interested parties up to date on its activities. **SPACE Pacific** was reserved with the New Zealand authorities in September, and an original committee of six individuals began the task of creating a trade association and setting priorities for its projected activities. Those who have assisted in developing the **SPACE Pacific** framework from September through March include: Selwyn Cathcart (Palmerston North), Robert B. Cooper (Mangonui), John Lynam (Hastings) and Brian Oliver (Auckland). Each has given freely of his time and energy to make **SPACE** 'happen'.

To be a member of **SPACE Pacific** it is not mandatory that you also subscribe to SatFACTS Monthly, but as we utilise pages in SatFACTS to communicate with the membership for most matters, we urge you to do so (if not already a subscriber) and further cannot take responsibility for advising you of trade association activities if you elect not to subscribe to SatFACTS Monthly.

SPACE: The First year

We are realistic and do not believe everything we do or attempt to do during our first 12 months (1 April 1995 to 31 March 1996) will be flawless. *Satellite-direct* is a brand new industry in this region of the world and even the seasoned veterans in this business such as CNN are subject to mistakes and errors. But we will be giving it our best shot from the outset to build a foundation of strong, devoted people and policies that will ultimately create a smooth running industry.

Many of our industry's practical problems for the balance of calendar year 1995 are beyond SPACE control. The receiver suppliers, for example, control the design of their IRD (integrated receiver descrambler) units and while we can (and do routinely) make specific suggestions to these suppliers as to how they can improve their designs for more trouble free field use, ultimately receiver designs are beyond our control. Equally, the marketing policies adopted by a programming service are largely out of our control. Some brief examples of how we can (and do) influence such marketing decisions, and, where we cannot:

Country Music Television initially did not believe there were sufficient satellite-direct potential users in the Pacific to justify their offering a 'DTH' (direct to home) service.

SPACE began working with CMT in November, providing detailed information explaining the nature and size of the Pacific home dish marketplace. In March CMT agreed to accept satellite-direct subscribers. One win for SPACE.

CNN planned to discontinue their Intelsat 180 feed (which they did 31 March 1995) and announced their PanAmSat feed would not be available for satellite-direct. SPACE went to work to convince them this was a mistake and Turner International agreed. Further, once they accepted satellite-direct planning for CNN, their start-up of TNT / Cartoons on PAS-2 (late April 1995) went the same way; it, also, will be available to satellite-direct viewers. Another win for SPACE.

Chinese Television Network (CTN) began talking with SPACE in November, before they started programming on PAS-2. After six months of protracted negotiations, SPACE and CTN remain unable to reach final agreement for their service offering into portions of

SPACE: What Does It Stand For?

Many trade associations have abbreviated names which are acronyms for their real titles. SPACE, the word, seems to say it all but in actual fact it is an acronym for: Satellite Programme Access CommittEe. From the very first public discussions concerning a trade association, the most often voiced concern was, "Will we have access to programming???" Obviously, all of the technology of satellite-direct reception is quite useless if it cannot provide new channels of entertainment, education and information to the average home viewer. And so SPACE has been instrumental encouraging Pacific region direct-access to programming from Turner (CNN, most recently TNT / Cartoons), Country Music Television, Chinese Television Network, The Filipino Channel as well as helping educate programmers such as Papua New Guinea's EM TV about the huge market open to them in the South Pacific (EM TV recently began transmitting on Rimsat G2). First, there is programming, and from that programming everything else will flow.

the (south) Pacific. Our differences centre on their perception of the value of their Zhong Tian service (they want US\$20 to US\$30 per month for each satellite-direct subscribing home; we point out that CMT, TNT / Cartoons are US\$4.17 per month) plus their insistence that IRD units must pass through them between Scientific Atlanta and the installing dealer / end customer with a hefty price mark-up occurring for this pass-through. The book is not closed on this one, yet: But, we cannot claim a 'win' here for SPACE members.

Another area of major emphasis during 'SPACE Year One' will be the planning for and creation of the January (24-27) 1996 South Pacific Region Satellite and Cable Show (SPRSCS). We anticipate 500 delegates from throughout the South Pacific and the venue is perhaps the most ideal for this type of gathering possible in the South Pacific. It is:

✓ At the Tamaki Campus of the University of Auckland

- Will be conducted in modern, top quality 'Lecture Theatres' with theatre-style seating, the latest audio and visual display techniques
- Will include as many as three separate 'Exhibit Halls' with vendors assigned to exhibit hall space based upon their primary product lines (satellite, cable, or mixed)
- Will include live satellite feeds from world leaders in satellite communications technology and programming, with feedback audio links to allow our attendees to ask questions of the distant-teachers and presenters
- Will include a "Entry Level Day" (January 24) for new entrants to the industry
- Will include on and offshore speakers and presenters from major segments of the world-wide satellite industry
- Will include "Programmer Forums" where leading programme suppliers explain their marketing and programme offerings
- Will include the largest "satellite antenna parking lot" ever assembled in the southern hemisphere; acres of paved area for show-antennas immediately outside the lecture hall front doors (plus the operating Auckland University 7.3m dish system right on site with guided tours to a schedule).
- Will include Lodging Quarter "Industry Technical Videos" (in your motel room, via the motel's MATV system, each evening January 24-25-26) and you will be free to bring your own VCR and make copies of this material to take home with you.
- Will conclude (January 27) with a "Open Public Day" to allow the general public into the exhibit halls to witness the wonders of satellite-direct reception and actually negotiate for the purchase of home systems from suppliers on hand.

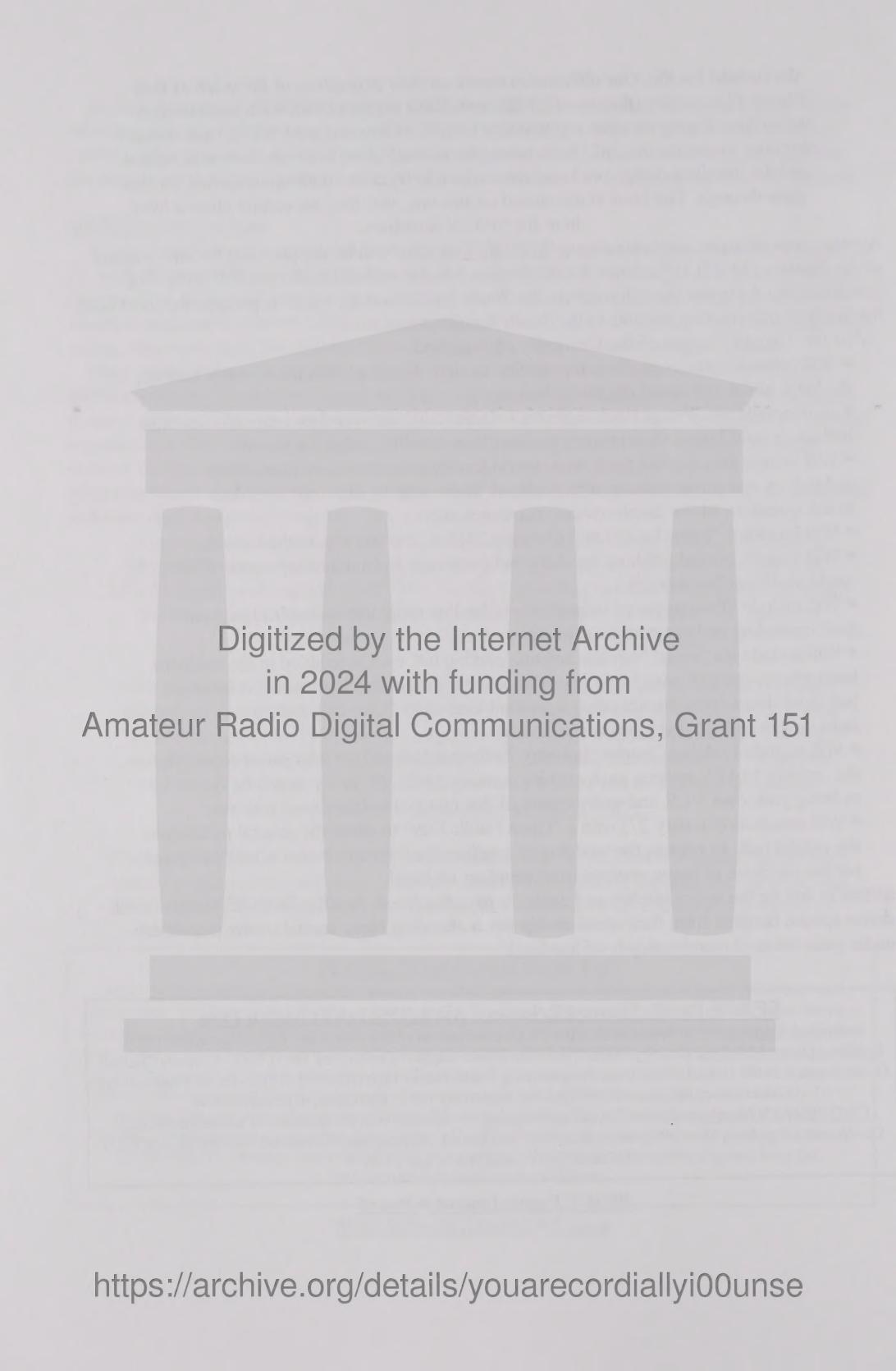
SPRSCS will be the major satellite and cable event of the South Pacific. SPACE Members will derive special benefits from their membership when attending these annual shows (see details under your selected membership level heading).

SPACE Pacific Planned Releases 1 April (1995) to 31 March 1996

Individual Members: 1996 World of Satellite TV (in conjunction with author Mark Long; September 1995).

Installer / Dealer Members: Country Music Television Dealer Support Packs (May 1995), TNT / Cartoon Channel Dealer Support Packs (June 1995), Ethnic Programming Dealer Demo Tape (July 1995); Free-To-Air Programming Guide (in conjunction with SatFACTS; September 1995), and others to be announced

CATV/SMATV Members: System Layout and Planning Assistance (with co-operation of Maser Technology Group, other suppliers; May 1995), and others to be announced. All categories: Consumer booklet "*ALL ABOUT SATELLITE TV: And You*" (June 1995)



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APPLICATION FORM: SPACE Pacific
Individual (Satellite Direct)
Membership

Instructions: Use this form as an individual requesting one year membership in **SPACE Pacific**. Do not include more than one Individual Membership on this form (if required, duplicate for additional people). Membership is to a specific person and may not be transferred. Return completed form with applicable payment (NZ\$30 per year or equivalent in Australian or US funds; GST inclusive) to **SPACE Pacific** at address at bottom of this page.

Our 'Contract' With Individual (class) Members

- ✓ You will receive a (suitable for framing A4 size) membership certificate
- ✓ You will receive, as issued, Membership Advisories by mail or fax (see below)
- ✓ You will receive a 10% discount for specified Far North Cablevision Ltd. materials (see listing in SatFACTS Monthly May 1995 onward)
- ✓ You will receive a discount of a minimum of NZ\$25 on your registration to SPRSCS trade show
- ✓ You will have an 'Early Bird Registration' privilege for SPRSCS that allows you access to the lodging facility where in-motel-room industry training tapes will be available to you (only limited lodging with this offering will be available)
- ✓ You will have the opportunity to participate on Advisory and Sub-Advisory committees

PLEASE ENROL ME as an Individual (Satellite Direct) Member in **SPACE Pacific** for a 12 month period. My payment to **SPACE Pacific** for NZ\$30 or equivalent is enclosed.

This date: _____ (Leave blank: [IM] _____)

NAME _____

ADDRESS _____

TOWN / CITY _____

Country _____ My Tel _____ Fax _____

At this time: I have a satellite TV system I do NOT have one but plan to purchase
I would like to subscribe to: CMT CTN Filipino Channel TNT/Cartoons CNNI
 ANBC/Super Channel Murdoch services on AsiaSat 2 Galaxy services on Optus

Returning this application:

Completed form and payment to **SPACE Pacific**, PO Box 30, Mangonui
Far North, New Zealand

APPLICATION FORM: SPACE Pacific
INSTALLER / DEALER (Satellite Direct)
Membership

Instructions: Use this form as a business (or planned to be business) requesting one year membership in **SPACE Pacific**. Membership is to a specific business by name and may not be transferred except with our written permission. Return completed form with applicable payment (NZ\$75 per year or equivalent in Australian or US funds; GST inclusive) to **SPACE Pacific** at address at bottom.

Our 'Contract' With Installer/Dealer (class) Members

- ✓ You will receive all benefits of the Individual Membership class
- ✓ You will have access to in-store promotional materials (see CMT Dealer Package, over)
- ✓ You will receive Programme Access Advisory Memos (only available via FAX) when new programming service information occurs between normal SatFACTS closing date [6th of month] and 1st of following month
- ✓ You will receive special discounts on consumer promotion products (Example: "ALL ABOUT SATELLITE TV: And You"

PLEASE ENROL OUR BUSINESS FIRM as an Installer / Dealer (Satellite Direct) Member in **SPACE Pacific** for a 12 month period. My payment to **SPACE Pacific** for NZ\$75 or equivalent is enclosed.

This date: _____ (Leave blank: [IDM] _____)

Contact person name: _____

Company Name _____

Mailing Address _____

(Shipping address if different) _____

Town / City _____

Country _____ Tel no: _____ Fax no: _____

At this time: We have one or more operating satellite systems at our shop Or, we plan to install a satellite system soon We now advertise satellite systems in yellow pages We plan to be yellow page listed with the next edition of telephone directory

NOTE: See over side for ordering instructions for in-store promotion materials

Returning this application:

Completed form and payment to **SPACE Pacific**, PO Box 30, Mangonui
Far North, New Zealand

ORDER FORM and SPACE PLANNING FORM

For Installer / Dealer Members ONLY

Instructions: If you are registering as an Installer / Dealer Member of **SPACE Pacific** (using form on reverse side), please complete this side to either (1) ORDER NOW the **SPACE Pacific CMT** (Country Music Television) dealer packet, or, (2) to help us plan ahead for production of future available dealer sales and promotional aids.

CMT SPACE Pacific Dealer Promo Pack

Here is what you receive for use in promoting Country Music Television from your shop:

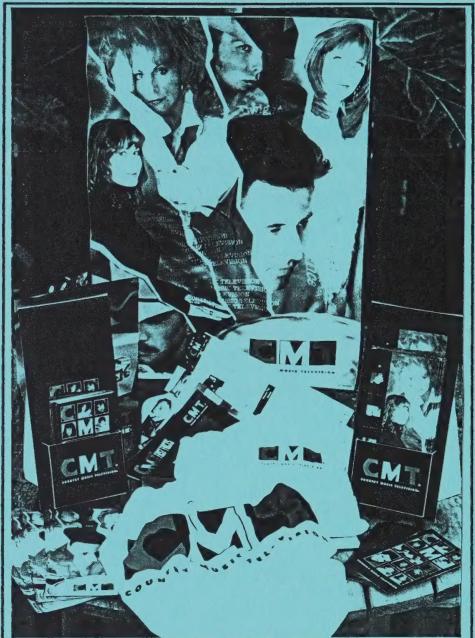
- ✓ CMT DEALER POSTERS- 4 colour (3)
- ✓ 4 colour CMT 'bill stuffer' brochures (50)
- ✓ 4 colour CMT consumer brochures (25)
 - ✓ CMT Extra Large 'T' Shirts (2)
 - ✓ Easels for brochure display (2)
- ✓ CMT Product Line Packet with CMT logo ad slicks for newspaper adverts (1)
- ✓ **SPACE Pacific** step by step confidential dealer instructions for obtaining CMT IRDs and how NEW simplified authorisation system works (much easier than described in SatFACTS April 15th)

DEALER / INSTALLER MEMBER COST

NZ\$25 including shipping, GST

OPTIONAL EXTRA

4 minute CMT produced promotional PAL format video: \$10.00 GST inclusive when ordered with above dealer package!



SPACE PACIFIC - We put OUR dealers into the satellite TV world!

NOTE: Complete your shipping instructions on reverse side!

SEND OUR BUSINESS the **SPACE Pacific** Country Music Television Dealer Promo Pack

- STOCK package without 4 minute video (NZ\$25 to **SPACE Pacific**; all inclusive)
- SUPER pack with 4 minute video (NZ\$35 to **SPACE Pacific**; all inclusive)

Planning Ahead

- I will ALSO want the TNT / Cartoon Channel Promo Pack when available
- When "ALL ABOUT SATELLITE TV: And You" is available (June), at my dealer cost of approximately NZ\$2.50 each, I will probably require:
 - 10 copies
 - 25 copies
 - 50 copies
 - 100 copies

(Note: This four colour cover professionally produced booklet will explain everything your customers will need to know to consider buying a satellite-direct system.)

APPLICATION FORM: **SPACE Pacific**
RETRANSMISSION (CATV/SMARTV/BROADCASTER)
Membership

Instructions: Use this form as a business (or planned to be business) requesting 12 month membership in **SPACE Pacific**. Membership is to a specific business by name and may not be transferred except with our written permission. Return completed form with applicable payment (NZ\$150 per year or equivalent in Australian or US funds) to **SPACE Pacific** address at bottom.

Our 'Contract' With Retransmission (class) Members

- ✓ You will receive all benefits of the Individual Membership class
- ✓ PLUS, all benefits of the Installer / Dealer Membership Class
- ✓ You will have direct SPACE-assisted access to programmers for negotiation of retransmission rights for encrypted broadcasts
- ✓ You will have direct SPACE-assisted access to non-encrypted (free to air) programmers for their programming schedules and promotional materials
- ✓ You will receive significant 'CATV Discount' pricing selected **SPACE Pacific** Import/Distributor members will offer for your equipment needs

PLEASE ENROL OUR CATV/SMARTV/BROADCAST firm as a RETRANSMISSION Member in **SPACE Pacific for a 12 month period. Our payment to **SPACE Pacific** for NZ\$150 (GST inclusive) or equivalent is enclosed.**

This date: _____ (Leave blank: [RM] _____)

Contact person name _____

Company Name _____

Mailing Address _____

(Shipping address if different) _____

Town / City _____

Country _____ Tel no: _____ Fax no: _____

At this time: We have _____ (number) operating CATV/SMARTV systems with _____ subscribers We are building a CATV/SMARTV system We are planning to build a CATV/SMARTV system

Returning this application:

Completed form and payment to **SPACE Pacific**, PO Box 30, Mangonui
Far North, New Zealand

APPLICATION FORM: **SPACE Pacific**
IMPORTER/MANUFACTURER/PROGRAMMER
(IMP) Membership

Instructions: Use this form as a business (or a planned to be business) requesting one year membership in **SPACE Pacific**. Membership is to a specific business by name and may not be transferred except with our written permission. Return completed form with applicable payment (NZ\$250 per year or equivalent in Australian or US funds) to **SPACE Pacific** bottom address.

Our 'Contract' With Importer/Manufacturer/Programmer Members

- ✓ You will receive all benefits of the Individual Membership class
- ✓ PLUS, all benefits of the Installer / Dealer Membership class
- ✓ AND, all benefits of the Retransmission Membership class
- ✓ Through **SPACE**, you will have 'direct-line access' to our SMATV / CATV members for sales and programming promotion projects
- ✓ Through **SPACE**, you will have 'direct-line access' to our Installer / Dealer members for sales and product promotion projects
- ✓ You will have a '30 day early bird window' to make your first-call reservations for display and exhibit spots, as well as seminar programme presentations at the annual SPRSCS gathering

PLEASE ENROL OUR IMPORTING/MANUFACTURING/PROGRAMMING firm as an (IMP) Member in **SPACE Pacific** for a 12 month period. Our payment to **SPACE Pacific** for NZ\$250 (GST inclusive) or equivalent is enclosed.

This date: _____ (Leave blank: [IMP] _____)

Contact person name _____

Company name _____

Mailing Address _____

(Shipping address if different) _____

Town / City _____

Country _____ Tel no: _____ Fax no: _____

At this time: A brief description of your business / _____

Returning this application:

Completed form and payment to **SPACE Pacific**, PO Box 30, Mangonui
Far North, New Zealand

